

Media Release



Lions on a mission to break a world record raising funds for Childhood Cancer Research



- ***In recognition of Childhood Cancer Awareness Month in September, Lions are encouraging Australia to support Australian Lions Childhood Cancer Research Foundation***
- ***Lions attempting to break the world record for 'Longest Coin Line' with 5 cent pieces before providing the funds to Lions Australia Childhood Cancer Research Foundation***
- ***Over the past 10 years, the Australian Lions Childhood Research Foundation has raised over \$10 million for Childhood Cancer research including \$1.3 million of the current \$4 million Lions Kids Cancer Genome Project with the Garvan Institute***

30th August 2019: September is Childhood Cancer Awareness Month and this year Lions across Australia are on a mission to not only raise awareness and much needed funds but also to break a world record while doing so!

Kickstarting this month, Lions Coin Line fundraisers for Australian Lions Childhood Cancer Research Foundation will be held in communities across the country. All funds raised will be converted by Lions to 5 cent pieces and will be used in an attempt to break the Guinness World Record for the longest coin line which currently stands at over 75 km.

This year Australians are being encouraged to get behind the Lions Coin Line fundraising for Childhood Cancer.

“Over 2000 children and young Australians are diagnosed with cancer each year in Australia and sadly one in 5 of these children will have a relapse. Many of these cancers are aggressive and hard to treat and we are losing too many young lives. Although survival rates have improved greatly for some, most cancers take a toll on young people’s lives and often side effects of treatment can be serious and lifelong,” says John Thorpe Chairman, Australian Lions Childhood Cancer Research Foundation.

“At Australian Lions Childhood Cancer Research Foundation we believe every child deserves a chance at a healthy life. Over the past decade Lions has raised over \$10 million to fund vital research into childhood cancer. The past couple of years have been particularly exciting for us with some ground breaking major research projects including our current \$4million Lions Kids Cancer Genome Project with Garvan Institute,” adds Vice Chairman Tony Roney.

The personalised medicine program for children with cancer provides whole genome sequencing and analysis of tumour and normal tissue for children with high-risk cancer in Australia.

The project brings together state-of-the-art capability in whole genome sequencing and analysis at the Kinghorn Centre at Garvan Institute and Australia’s national personalised medicine program in childhood cancer – the Zero Childhood Cancer Program, led by Children’s Cancer Institute and the Kids Cancer Centre, Sydney Children’s Hospital, Randwick.

“Over 200 children are now enrolled in the trial and the results are exceeding expectations,” says adds Tony Roney.

Whole genome sequencing makes it possible to develop personalised cancer treatment for each individual child. In addition, it identifies genetic changes in each child’s DNA that might predispose to cancer, helping to build up a database of genetic risk factors that could assist with prevention and treatment strategies in the future.

“Our Lions Coin Line fundraisers this year will help support more of this vital research . We are encouraging families, workplaces, community groups and schools to join us through holding a Lions Coin Line fundraiser to help raise awareness and much needed funds for Australian Lions Childhood Cancer Research Foundation,” says ALCCRF Appointee Katherine Moore.

“All funds raised throughout the year will be used to attempt to break the record for the World’s Largest Coin Line next year. We are aiming to raise over \$250,000 worth of donations,” adds Katherine Moore.

The Lions Coin Line Guinness World Record attempt will be made in Newcastle in October 2020 using all funds raised between September 2019- September 2020.

Donations can be made to your local Lions Club or through the following:

<https://www.mycause.com.au/payment/charity/2047>

Follow the Facebook page **Australian Lions Longest Coin Line** to share pictures and stay up to date. If sharing on Twitter or Instagram please use the hashtag #LionsCoinLine

MEDIA CONTACT: Sari-Elle Kraemer on mobile at 0407284457 or on email via skraemer@alphaconsulting.global

About Lions Australia

Where there's a need, there's a Lion. Lions Australia is Australia's largest service organisation with more than 1200 clubs in Australia and Papua New Guinea. Lions Australia promotes youth, support medical research, provide aid to people with disability, community service and disaster relief.

Lions are our friends, family and neighbours, they share a core belief: community is what we make it.

For more information, please visit <http://lionsclubs.org.au/about/>

About Australian Lions Childhood Cancer Research Foundation

Over the years, the Australian Lions Childhood Cancer Research Foundation has raised over \$10million for childhood cancer research – and has supported countless Australian organisations leading the fight against childhood cancer.

Australian Lions Childhood Cancer Research Foundation has funded 10 major research projects in the last 7 years including the current \$4million Lions Kids Cancer Genome Project with the support of Lions Clubs International.

About the Lions Kids Cancer Genome Project

The Lions Kids Cancer Genome Project is a joint initiative of the Garvan Institute of Medical Research, the Lions Clubs International Foundation and the Australian Lions Childhood Cancer Research Foundation. The project will be supporting Australia's national personalised medicine program for childhood cancer – the Zero Childhood Cancer Program, led by Children's Cancer Institute and the Kids Cancer Centre, Sydney Children's Hospital Randwick. In its first 3 years the project is providing whole genome sequencing and analysis for 400 children with high risk cancer in Australia who will be enrolled in the Zero Childhood Cancer Program.